



Sesame Workshop Bangladesh

TERMS OF REFERENCE (TOR)

for

Set-up "Sisimpur Library" in Government and Non-government Primary
Schools
at Sreemangal, Moulvibazar District and Dhaka City Corporation, Dhaka
District

Project Name

USAID's Promoting Education for Early Learners Activity (Expansion)

Release Date: October 24, 2024

Agency Briefing Session: November 4, 2024

Proposal Submission Deadline: November 11, 2024



1. ABOUT SESAME WORKSHOP BANGLADESH

Sesame Workshop Bangladesh (SWB), the country office of Sesame Workshop, produces *Sisimpur*, the local version of world-famous kids' television program Sesame Street in Bangladesh. *Sisimpur* has been made possible in Bangladesh with the generous support from USAID. The TV show has been airing since 2005 with a view to making early childhood education delightful and enjoyable for Bangladeshi kids. This program has been developed to address educational needs of kids between the ages of 3 and 8. Along with the kids, parents, care givers and teachers are involved in *Sisimpur* through different school and community-based interventions. SWB undertakes different school and community-based interventions to reinforce the messages aired through TV program. It develops and distributes school-based educational materials, train teachers, monitors classroom activities and provides technical assistance for using them in the classroom along with community engagement and outreach programs. Since its inception, *Sisimpur* has been a tremendous success in Bangladesh and within a very short time, it became the most famous television program for kids as well as their caregivers.

Further information can be found at www.Sisimpur.org.bd and www.sesameworkshop.org/

2. ABOUT THE TOR

To improve the learning outcomes of marginalized children, Sesame Workshop Bangladesh (SWB) has started a new project titled 'USAID's Promoting Education for Early Learners Activity' in Moulvibazar and Dhaka districts. This project will cover 138 Government schools and 70 non-government primary schools where SWB will reach the students of early grades from Pre-primary, Grade I and Grade II. For achieving the project objective, SWB will deliver a holistic, multi-media initiative to reach marginalized children in Bangladesh, specifically children with disabilities¹ and girls, with engaging educational content through school and community-based interventions and teacher training. Besides different initiatives, one of the key activities under this project is to set up *Sisimpur* Library/Book Corner at non-government primary schools.

This ToR is specifically written to hire an agency who will set up *Sisimpur* Library in 208 government and non-government primary schools in Sreemangal sub-district of Moulvibazar district and Dhaka City Corporation, Dhaka district. The detailed Scope of Work is given below.

3. SCOPE OF WORK

As mentioned, the agency will have an opportunity to conduct a feasibility audit at schools as per the list of schools from *Sisimpur*; will produce the bookshelves, printing backdrop stickers, and set-up them in 208 schools as per the branding guideline provided by *Sisimpur*. The selected agency will be responsible for setting up 138 Libraries in government Primary Schools, 20 non-government primary schools at Sreemangal in Moulvibazar district and 50

¹ Wear glasses, use crutch/wheelchair/stick, use hearing aids and children with autism etc.

libraries in non-government primary schools in Dhaka City corporation, Dhaka district by February 2024.

3.1 Major Components

3.1.1 As mentioned, the four major components are:

- Feasibility study in some schools as sample basis at Sreemangal, Moulvibazar and Dhaka city, Dhaka districts for ensuring actual measurement and other requirements of Sisimpur library set-up.
- Produce Sisimpur Library bookshelves
- Printing backdrop stickers for Sisimpur Library
- Set up Sisimpur Library package in the project Schools

3.1.2 Bookshelves Size and Measurement with specification (Follow the image Annex-1):

- a. **Type ONE:** Bookshelves: Size 4ft (Height) X 6ft (Width)X 1ft (Depth)
- b. **Type TWO:** Bookshelves: Size 4ft (Height) X 3ft (Width)X 1ft (Depth)

Bookshelf specification:

- 18mm MDF Board for Structure
- Duco Paint for Furniture
- Rectangular Bookshelf
- Hardware Materials need (like Screw, Glue, angle etc.) for making and assembling
- The library size may vary in some schools depending on the space available in the room.

3.1.3 Backdrop Sticker Size and Measurement with specification (Follow the image Annex-2):

- a. **Type ONE:** Backdrop Sticker: Size 8ft (H) X 10ft (W)
- b. **Type TWO:** Backdrop Sticker: Size 8ft (H) X 7ft (W)

Backdrop Sticker specification:

- Inkjet Sticker print with matt lamination
- 3mm PVC board
- Solution for pasting
- 1/1.5-inch screw wall screw
- Pasting at sight
- Inkjet stickers are pasted with PVC sheet on the wall according to design and size will be measured by square feet.

3.2 **Total Bookshelves:** 208 pcs Sisimpur Library set up with backdrop stickers for 208 government and non-government primary Schools (one library for each school).

3.2.1 **At Sreemangal, Moulvibazar:** Total 158 Sisimpur Library set up for 158 schools:

- Bookshelves: 158 pcs with backdrop stickers for 138 government primary Schools and 20 non-government primary schools (one library for each school).

3.2. **At Dhaka City, Dhaka District:** Total 50 Sisimpur Library set- up 50 schools:

- Bookshelves: 50 pcs with backdrop stickers for 50 non-government schools (one library package for each school).

3.3. **Type ONE Bookshelves:** about 178 pcs (Sreemangal 138 pcs and Dhaka 40 pcs)
Type Two Bookshelves: about 30 pcs (Sreemangal 20 pcs and Dhaka 10 pcs)

N.B.

1. Agency will take school wise HD video footages and still pictures of Sisimpur Library set-up for documentation.
2. This is a dummy setup for better understanding. Final design, image and annex-1 will be provided during the agency briefing season.

4. LIST OF DELIVERABLES

- Workplan
- Set-up Sisimpur Library Package in total 208 Schools in Dhaka City, Dhaka and Sreemangal upazila, Moulvibazar Districts.
- Work completion report along with the following documents:
 - o School wise HD video footages and still pictures of Sisimpur Library set-up school wise
 - o School wise assignment completion letter from *Head of Institution* with recommendation of quality work.

5. SUCCESS INDICATORS

- Proper set-up Sisimpur Library package as per requirement
- Product materials quality
- Product printing and finishing quality
- Good quality recommendation letter from *Head of Institution*

6. PROPOSALS (TECHNICAL and FINANCIAL)

The technical proposal should be submitted in MS word and the financial proposal including unit cost in an excel file along with PDF version signed copy.

The proposals will be evaluated as per the evaluation criteria below:

Evaluation criteria

Section	Weightage
Chapter 1: Understanding of the assignment	10%
Chapter 2: Previous relevant working experience	20%
Chapter 3: Product specification and quality	40%
Budget	30%
Total Weightage	100%

7. DEADLINES

Activities	Deadline
ToR Publish	October 24, 2024
Agency Briefing	November 4, 2024 (SWB office at 3:00 PM)
Proposal Submission	November 11, 2024
Award declaration	By November 18, 2024
Work order	By November 21, 2024
Feasibility Audit to schools	By November 26, 2024
Sample Sisimpur Library set-up in two schools at Dhaka	By December 05, 2024
Sisimpur Library Set-up completed	By February 28, 2025
Bill submission to SWB	March 08, 2025

8. The vendor needs to submit raw materials sample (MDF board cut pc, locks, hinges) with proposal

9. HOW TO SUBMIT THE PROPOSAL

Please submit your proposal with a pay order of BDT 100,000/- in the name of Sesame Workshop Bangladesh and legal documents (hard copies) in a sealed envelope to address below.

[Before submitting the proposals, the vendors are invited to attend an agency briefing session as mentioned in the above table.](#)

Legal documents:

1. Updated trade license copy
2. TIN copy
3. BIN copy
4. VAT registration certificate
5. Tax certificate
6. A void cheque leaf copy
7. NID of proprietor/owner
8. Bank details (account number, branch, bank name, routing number, account name)
9. Company profile

Sesame Workshop Bangladesh

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Banani, Dhaka- 1213, Bangladesh
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Annexure-1: Bookshelf Prototype:

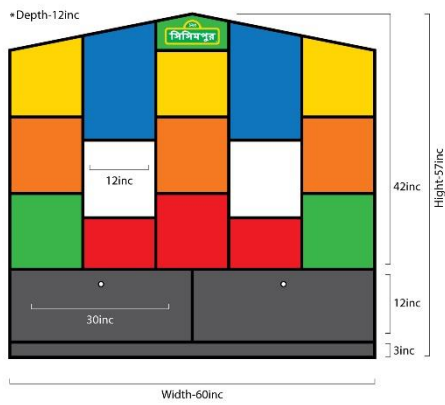


Image-1: Bookshelf size 4ftX6ftX1ft

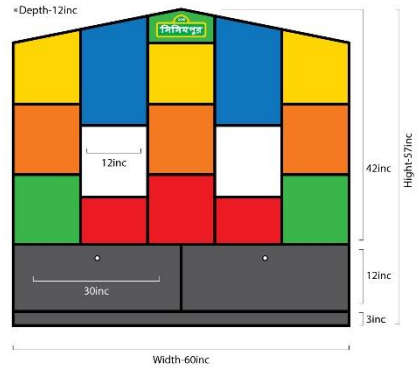


Image-2: Type two bookshelf size 4ftX3ftX1ft

Annexure-2: Backdrop Sticker Prototype:

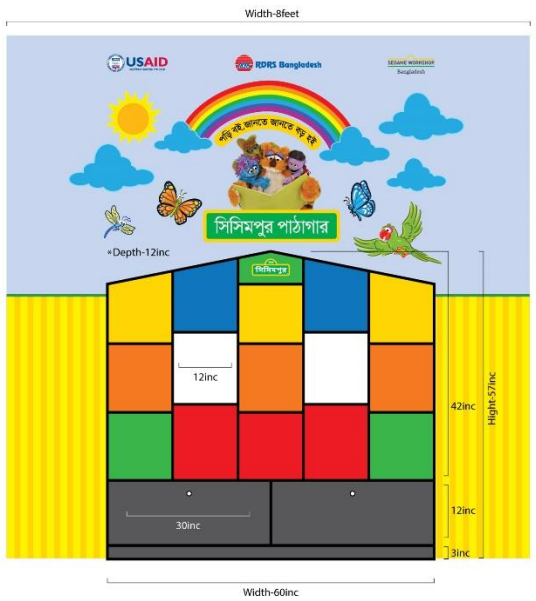


Image-1: Backdrop sticker size 8ftX10ft with type one bookshelf

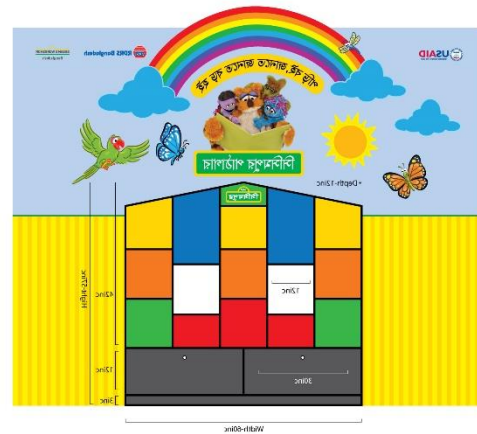


Image-2: Type two backdrop sticker size 8ftX7ft with type two bookshelf

